

Issue Media Group

Paul Schutt, Publisher & Co-founder – 313-850-8616

paul@issuemediagroup.com

Background:

- Issue Media Group has launched publications in the Detroit and Grand Rapids markets: www.modeldmedia.com, www.metromodemedia.com and www.rapidgrowthmedia.com. New publications in the Lansing and Kalamazoo areas will launch in the next 120 days. These publications provide an alternative narrative by demonstrating weekly news of growth and investment in Michigan's two largest regions. The purpose of these publications is to create demand for the SE Michigan and West Michigan. The publications have grown quickly reaching over 400,000 influential readers including C-Level executives, business owners, investors, policy makers, thought leaders and new economy talent.

Purpose:

- Create demand for place
- Alternative narratives

Alternative narratives:

- Economy
 - Job News (long tail)
 - Original news
 - Clipped from local media
 - Growing company profiles
 - Occupations and job density
- Sense of place
 - Show me don't tell me
 - Feature stories about talent, innovation and diversity
 - Neighborhoods
 - I can't see my neighbors
 - Development and investment
 - In The News (Regional and national news)
 - Lifestyle – 100 nights and 3rd places (video)

Target audiences and readers:

- People who have a connection to the place
- Bridge and tunnel
- 8%

Outcomes:

- Alternative narrative
- Large volumes of media coverage about growth
- Virtuous cycle

How we are funded:

- Advertising/sponsorships from stakeholders = 93

What is next:

- Schizophrenic Michigan
- Influencing national media
- Feeding local media